

Abstract

- Title:** Economics of HC ČSOB Pojišťovna Pardubice
- Objectives:** The main goal is to use the theory of strategic management in selected hockey club HC ČSOB Pojišťovna Pardubice, and to propose recommendations for sporting, economic and social areas.
- Methods:** To analyze the current situation of the club will be used case study method of analysis of documents and interviews with club management. Furthermore, the analysis will use internal and external factors sports club which also contains PEST analysis. The SWOT analysis will then reveal strengths and weaknesses of the club.
- Results:** Proposals and recommendations for improvement and streamlining of activities in sports, economic and social areas.
- Keywords:** Sports Management, PEST analysis, Porter's five forces model, external analysis, internal analysis, financial analysis, SWOT analysis